

## Message Text

UNCLASSIFIED

PAGE 01 STATE 232392

21

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/MCLEVELAND/LDJ

APPROVED BY EB/OCA/CM/LKLIEFORTH

COM/SAD/RGOOTENBERG

COM/?B/PFIELD

COM/DM/WTATGE

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R 190441Z SEP 76

FM SECSTATE WASHDC

TO AMCONSUL AMSTERDAM

INFO AMEMBASSY THE HAGUE

AMCONSUL ROTTERDAM

UNCLAS STATE 232392

E.O. 11652: NA

TAGS: BEXP, NL

SUBJECT: PROPOSED IN-STORE PROMOTIONS: MIRO AND NMB

REF: AMSTERDAM 714; TELCON BROWN/CLEVELAND SEPT. 13

1. COMMERCE AUTHORIZED POST SIGN LETTER OF INTENT FOR IN-STORE PROMOTION TO BE HELD BY ALBERT HEIJN-MIRO IN SPRING 1977, TO BE SUPPORTED BY 25,000 DOLLARS USG FUNDS, WITH THE PROVISIO THAT INCREMENTAL PURCHASES BY MIRO SHOULD TOTAL NO LESS THAN 250,000 DOLLARS AND WITH RESPONSIBILITIES FOR SPECIFIC POST-EVENT REPORTING CLEARLY SPELLED OUT.

2. AFTER CONSULTATIONS WITH CHARLES JOHNSON LETTER OF INTENT COULD BE AUTHORIZED, WITH HIS CONSENT, FOR PROMOTION TO BE HELD BY NEDERLANDSCHE MIDDENSTANDS-BANK N.V. (NMB) IN FALL 1977 (FY78), TO BE SUPPORTED BY USG FUNDS UP TO 45,000 DOLLARS, PROVIDED FOLLOWING PHRASE INCLUDED: "DEPENDENT UPON THE AVAILABILITY OF FUNDS TO BE

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PAGE 02 STATE 232392

APPROPRIATED BY THE CONGRESS OF THE UNITED

STATES FOR THE FISCAL YEAR 1978 (BEGINNING OCTOBER 1, 1977).

3. DETAILS OF PROMOTIONS WITH MIRO AND NMB SHOULD BE  
DISCUSSED DURING VISIT OF CHARLES JOHNSON, SEPT. 22-25.  
ROBINSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 SEP 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Document Unique ID:** 00  
**Drafter:** SAD/MCLEVELAND/LDJ  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
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**Reference:** 76 AMSTERDAM 714  
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**Review Authority:** vandyklc  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 MAR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 MAR 2004 by MaustMC>; APPROVED <23 AUG 2004 by vandyklc>  
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Margaret P. Grafeld  
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EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
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**TAGS:** BEXP, NL  
**To:** AMSTERDAM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006